

No. of Printed Pages : 3 **MTTM-15/MTM-15**

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT / MASTER OF ARTS**

(TOURISM MANAGEMENT)

(MTTM/MTM)

Term-End Examination

December, 2023

**MTTM-15/MTM-15 : MEETINGS, INCENTIVES,
CONFERENCES AND EXPOSITIONS**

Time : 3 Hours

Maximum Marks : 100

***Note** : Answer any **five** questions in about
600 words each. All questions carry equal
marks.*

1. Explore the linkages between business and leisure tourism. Explain various service quality issues in business tourism. Explain with the help of relevant examples. 20
2. Identify and enumerate the role of key players in the MICE industry. 20

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3. What is the purpose of a Trade Fair ? Describe how trade fairs impact the host destination. 20
4. Discuss how planning for MICE is different from planning for leisure tourism. How can the concept of sustainability be applied to MICE tourism ? Quote suitable examples. 20
5. Describe the travel agency operations involved in providing various services to the business travellers. 20
6. Explain the marketing activities required for selling conventions with the help of suitable examples. 20
7. Discuss the various operational activities and their management during the actual days of the convention. 20
8. How do you think the advent of technology have impacted the Meeting Industry ? Explain giving suitable examples. 20
9. Why and how is market research important in the exposition industry ? Explain important aspects to be considered while developing a marketing plan with the help of a marketing plan drawn for a large scale exposition of your choice. 20

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10. Write short notes on the following in about **150** words each : 5×4=20

- (a) Purpose of Trade Fairs
- (b) Infrastructure requirement for MICE development
- (c) SERVQUAL technique
- (d) Service Gap Concept